

Report Guideline

Marketing Strategy – MKT 460

Create a marketing plan for 2012 of any one brand of any company in Bangladesh.

Part 1: Company Profile

- Company Goals
- Product lines & brands/Segments they offer
 - Short description of some important brands

Part 2: Current Marketing Situation of the selected brand

- Marketing Mix Analysis
 - Product
 - Price
 - Promotion
 - Place
- Internal situation
 - Company Analysis
 - Company Resource for the brand.
 - Previous Results of that brand.
- External situation
 - PEST Analysis
 - Competition Analysis
- Market situation
 - Market definition
 - Market share
 - Customer Needs & Behavior
- Target Market, Segmentation & Positioning
- SWOT Analysis

Part 3: 2012 Strategy of the selected brand

- Core Strategy for 2012 (Increase Sales/Increase Productivity)
- 2012 Objectives
- 2012 Action Plans
 - Product Strategies
 - Pricing Strategies
 - Promotional Strategies
 - Distribution Strategies
- Financial Impact Calculation
- Implementation & Control